

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of
WILLIAM P. LORD ET AL

Atty. Docket

PHA 23,761

Serial No.

Filed: CONCURRENTLY

CLOSED LOOP ADDRESSABLE ADVERTISING SYSTEM AND METHOD OF OPERATION

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. 1.97

Sir:

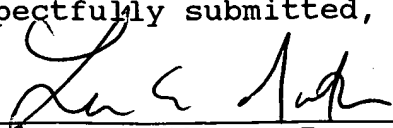
Enclosed is a Form PTO-1449 and copies of documents listed thereon. These documents are considered to be relevant in that they have been:

- ☒ considered in drafting the specification of the above-referenced application;
- ☒ cited in the specification of the above-referenced application; or
- ☐ cited as an "X" or "Y" document in a foreign Patent Office search report on a foreign counterpart application a copy of which report is also enclosed.
- ☐ I hereby certify that these documents were cited in said search report not more than three (3) months ago.

- ☐ Please charge any fee under 1.17(p) for this Information Disclosure Statement to be considered, not exceeding \$240.00, to Account No. 14-1270.

If readily available, English-language counterparts have been substituted for foreign-language patent documents. This disclosure is not an admission that any of these documents is material to or even prior art with respect to the above-referenced application.

Respectfully submitted,

By 
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